

**Healthy Families and Access for Infants and Mothers Programs  
Administered by the Managed Risk Medical Insurance Board (MRMIB)  
Coordinated and Integrated Outreach Activities  
1/04/2011 - 2/09/2012**

## Executive Summary

---

From 1992 to 2003, MRMIB administered an outreach campaign through regional partners for the Access to Infants and Mothers (AIM) Program. With an annual budget ranging from \$900,000 to \$8 million, the campaign included activities such as training community based organizations and providers to identify and enroll pregnant women; attending local events to promote AIM and distribute collateral material; coordinating local media campaigns with MOB media and leveraging free local media by being interviewed in print, radio or TV. The outreach funding ended due to the State budget limitations.

The Healthy Families Program (HFP) was implemented on July 1, 1998. As a new public program with increased federal funding and a goal to provide coverage to uninsured children in California, an aggressive outreach campaign ensued. Activities included: program branding; a comprehensive advertising campaign through print ads, radio, and television; developing and distributing collateral material; and reimbursement for application assistance to promote the launch of the HFP. Between 1998 and 2002, funding for these activities ranged annually from \$12 million to \$49 million. Again, due to State budget limitations, funding for outreach ceased in 2002.

With the large State funded outreach campaigns a thing of the past, MRMIB continues to be creative in finding innovative and cost-effective ways to promote the Programs. This "Stone Soup" approach to outreach has included: working with the HFP Advisory Panel, Outreach Work Group, and plan partners to share ideas and solicit input on outreach strategies; partnering with the Administrative Vendors (AVs) to harness and utilize new emerging technologies such as social media; and working with community partners and CAAs to support grass root level efforts to promote the Programs. The leveraging of these resources has allowed the Programs to remain publically visible while maintaining and increasing enrollment levels over the years.

*Anonymous:  
"Appreciating the time you put  
into your website and the  
detailed information you present.  
It's great to come across a blog  
every once in a while that isn't  
the same out of date rehashed  
material. Excellent read! I've  
saved your site and I'm  
including your RSS feeds to my  
Google account."*

## Conclusion

---

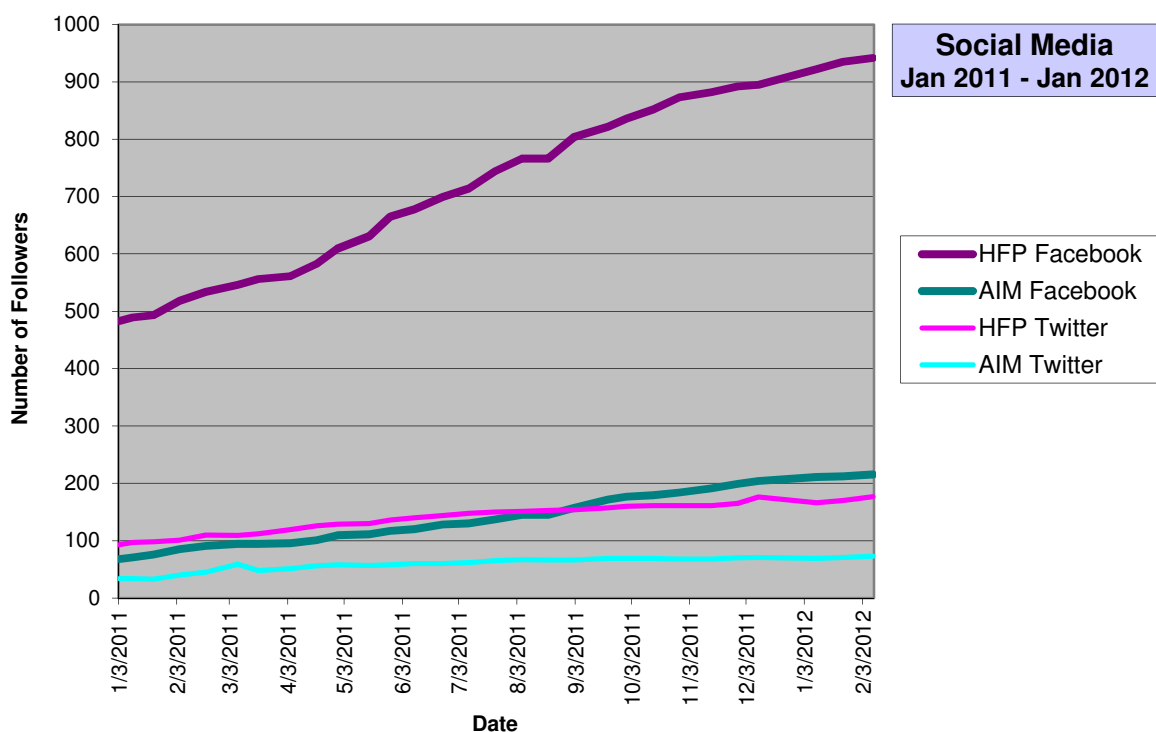
The public/private partnerships built since the inception of the MRMIB programs provides a unique opportunity to leverage limited resources to help sustain enrollment in the HFP and AIM Programs. The experience gained through these strategic business projects will help to inform health care reform efforts. MRMIB has incorporated key core functionalities and support systems for outreaching into the responsibilities of the AV, so that these activities can be sustained during economic downturns. MRMIB, the AV, and community partners are constantly looking for new, creative, and cost-effective opportunities to promote its programs.

## Social Media

In July 2010, MRMIB partnered with the AV to launch HFP/AIM Facebook and Twitter pages. In April 2011, the HFP/AIM Blog launched. Social media has provided an opportunity to continue to promote MRMIB's programs without a dedicated outreach budget. It is a new and growing technology that is used by our target populations.

*Anonymous:*  
*"I just came across your blogs and I am finding they are very helpful."*

	1/03/2011	2/08/2012
HFP Facebook Followers	483	942
AIM Facebook Followers	68	215
HFP Twitter Followers	93	177
AIM Twitter Followers	34	73



*Anonymous:*  
*"This is a really attention-grabbing post! I've joined your feed and look forward to looking for more of your wonderful post. Additionally, I've shared your site in my social networks."*

## HeApp PA

---

The launch of the public access on-line English language enrollment portal, HFP application (Health-e-App), in December 2010 (January 2011 - Spanish version) prompted the interest from a number of foundations to initiate a modest paid outreach campaign lasting June 2011 through January 2012. The goals were fourfold:

- To make sure eligible families know they may qualify for the HFP and Medi-Cal Programs;
- To make eligible families aware of the existence of Health-e-App and encourage its use;
- To make sure newly eligible families feel comfortable participating in the new efficient method for applying online for the HFP and Medi-Cal Programs; and
- To increase the efficiency of the enrollment system.

*Anonymous:  
“Hello! A friend told me about this website and blog, so I came to check it out. It is full of useful information. I’m book-marking the site, and will be tweeting this to my followers! Fantastic blog, excellent style and design.”*

The Outreach funding support received from the California HealthCare Foundation, The California Endowment, Blue Shield of California Foundation, Kaiser Community Benefits Program, and the David and Lucile Packard Foundation (note: no State Funds were used) was used to pay for online ads, public service announcements, print ads, leaflets, and outreach to agencies and organizations serving the target population. Highlights of the campaign accomplishments include:

- Increased the number of electronic applications from 40% of total applications to 48% by January 2012;
- Online English and Spanish ads produced at least 138,281 visitors to the Health-e-App website;
- Increased the average number of unique monthly visitors to the website from 14,000 per month to an average of more than 30,000 and peaked in November 2011 at 40,000;
- Ethnic Media included partnerships with:
  - Telemundo (across 7 local networks) aired our 30 second PSA 608 times across the State
  - ImpreMedia (publishers of La Opinion and El Mensajero) devoted the “Piensa Digital” column to Health-e-App and e-mailed their 6,000 person database about Health-e-App each month (at no-cost)
  - Spokesperson Dr. Aliza devoted her La Opinion Health column to Health-e-App and was featured in videos and print ads for Health-e-App
- Community partnerships with over 100 organizations, including Community Based Organizations, Schools, Clinics, First Five Commissions, School Districts, etc., to promote and distribute Health-e-App information and materials.

An Independent Evaluation of Health-e-App and the first issue brief authored by Mathematica Policy Research was released on 3/5/12 describing the first year experience of Health-e-App. This brief along with four others in a series of publications will focus on Health-e-App public access; its successes and lessons learned. Funding for this research is provided by the California HealthCare Foundation and the David and Lucile Packard Foundation.

*Anonymous:  
On HeApp’s Positive  
Impact on Californians,  
“Cool post! Keep up the  
awesome work!”*

## Outreach Activities

### Community Activities and Events Coordinated by the AV

MRMIB continues to partner with the AV and local CAAs to support outreach events that promoted the HFP, AIM, and PCIP Programs at local events (See Attachment I).

- Food Banks-Toy/Holiday Baskets distributed within the following counties;
  - El Dorado
  - Sacramento
  - San Joaquin
  - Stanislaus
    - 40,000 RFI Flyers/ 800 HFP Handbooks/Applications
    - 260 AIM Applications
- Top 10 Target Counties – Parent Teacher Associations (PTA) and School Outreach
- Partnership-State Board of Equalization (BOE) Voluntary Income Tax Assistance (VITA) Days
  - Finalized Partnership with BOE in Los Angeles County
    - Emailed CAAs/EEs in surrounding counties announcing all 3 events
    - Supplied Marketing Materials to CAA representing HFP/AIM
- AIM Outreach Meeting with CAA's Yolo County
- Back to School Packets
- Back to School Registration
- Charities - Back Pack Drives
- Coordinating and providing materials to CAA's upon request

### Request for Information (RFI) Flyers

The RFI is distributed by the AV through the schools and is a one page flyer that contains basic information about the HFP and directs the parent to fill out and return the flyer to the school which in turn sends it the HFP AV who sends out an application to the parent. Schools can customize the RFI to include contact information for school-based local outreach efforts. The RFI also displays the HFP on-line application website and toll-free number as an alternate method of applying.

*Anonymous:  
"Wow, amazing blog!  
The total look of your  
website is excellent, as  
well as the content  
material!"*

2011 Month	RFI Flyers Mailed Out	RFI Flyers Returned
January	26,700	351
February	2,070	587
March	600	254
April	3,500	142
May	200	127
June	65,110	94
July	46,700	23
August	415,170	2,517
September	69,140	4,710
October	29,000	1,194
November	5,790	457
December	100	546
<b>Total</b>	<b>664,080</b>	<b>11,002</b>

## CHIPRA Outreach Grants

Authorized by the federal Children's Health Insurance Program Reauthorization Act (CHIPRA) six California organizations collectively received close to \$5.9 million in grant funds for HFP and Medi-Cal for Children Program outreach efforts during 2011 – 2013. The grantees will focus on one of the following areas:

- Using technology to facilitated enrollment and renewal;
- Retention;
- Engaging schools in outreach, enrollment, and renewal activities; or
- Reaching out to groups likely to experience gaps in coverage.

*Anonymous:*  
*“Pretty great post. I just stumbled upon your blog and wanted to let you know that I have enjoyed browsing your posts. In any case I will be subscribing for your feed and I am hoping you write more soon!”*

It is anticipated that these efforts will support new enrollment and continued enrollment in the HFP. MRMIB and DHCS partnered with the Grantees and executed signed Memorandum of Understanding to provide data for required federal reporting.

## Community Activities and Events Coordinated by the AV

Date	City/County	Event	Program Promoted	CAA Attendance	AV Attendance
02/2011	Orange	Love Healthy	HFP/AIM	Yes	
02/2011	Los Angeles	VITA Mega Days	HFP/AIM	Yes	
03/2011	Los Angeles	VITA Mega Days	HFP/AIM	Yes	
04/2011	Roseville	Access To Care	HFP/AIM		Yes
04/02/2011	Orange	See, Hear, Smile	HFP/AIM	Yes	
04/02/2011	Los Angeles	VITA Mega Days	HFP/AIM	Yes	
04/09/2011	Riverside	Embracing Healthy Lifestyle	HFP/AIM	Yes	
4/28/2011	Los Angeles	Cerritos College Community Resource Fair	HFP/AIM	Yes	
04/30/2011	Sacramento	Rancho Cordova Kids Day	HFP/AIM		Yes
05/03/11	Burlingame	Head Start Healthy Environment, Healthy Child	HFP/AIM	Yes	
06/11/2011	Sacramento	Safetyville USA	HFP/AIM/PCIP		Yes
6/22/11	Roseville	Heald College Resource Fair	HFP/AIM/PCIP		Yes
06/25/11	Los Angeles	Assembly member Ricardo Lara's Community Health Fair	HFP/AIM/PCIP	Yes	
07/16/11	Sacramento	Fun in the Sun Fair	HFP/AIM/PCIP	Yes	
07/24/11	Placerville	Partners in Care	PCIP/HFP/AIM		Yes
07/31/11	Turlock	Back Pack Project	HFP/AIM/PCIP	Yes	
08/05/11	Oroville	Back to School Health & Safety Fair	HFP/AIM/PCIP	Yes	
08/06/11	Val Verde	Back to School Health Fair	HFP/AIM/PCIP	Yes	
08/13/11	Sacramento	Healthy Kids Day by Cover the Kids	HFP/AIM/PCIP	Yes	
08/13/11	Sacramento	3rd Annual Family Fun Fest	HFP/AIM/PCIP	Yes	
08/20/11	Placerville	Threads of Life to Benefit The American Cancer Society	PCIP		Yes
08/24/11	Sacramento	Sacramento READS!	HFP/AIM/PCIP		Yes
09/17/2011	Folsom	Cyclebration	HFP/AIM/PCIP		Yes
09/24/11	Brea	City of Brea's 14th Annual Wellness Festival	HFP/AIM/PCIP	Yes	
9/27/11-9/28/11	Lathrop	Our Lady of Guadalupe Harvest Fair	HFP/AIM/PCIP	Yes	
09/28/11	Folsom	Folsom Lake College's Health & Wellness Day	HFP/AIM/PCIP		Yes
09/29/11	Hemet	Diamond Valley Middle School Back to School Kickoff	HFP/AIM/PCIP	Yes	

Date	City/County	Event	Program Promoted	CAA Attendance	AV Attendance
10/1/11	Sacramento	Celebrate Sacramento South	HFP/AIM/PCIP		Yes
10/05/11	Colton	Community Resource Fair	HFP/AIM/PCIP	Yes	
10/06/11	Placerville	El Dorado's Center's Fall Festival	HFP/AIM/PCIP		Yes
10/13/11	Santa Rosa	Raising Healthy Children Latino Health Forum	HFP/AIM/PCIP	Yes	
12/10/11	Sacramento	Christmas Fair	HFP/AIM/PCIP		Yes
1/2012	Los Angeles	VITA Days – Board of Equalization	HFP/AIM/PCIP	Yes	
1/20/2012	Carson	Faith and Community Based Funding and Resource Seminar	HFP/AIM/PCIP	Yes	
2/10/2012	Sacramento	Community Health Fair	HFP/AIM/PCIP	Yes	
2/25/2012	Carson	VITA Days – Board of Equalization	HFP/AIM/PCIP	Yes	
2/29/2012	Sacramento	Community Health Fair	HFP/AIM/PCIP	Yes	
3/17/2012	Los Angeles	VITA Days – Board of Equalization	HFP/AIM/PCIP	Yes	
4/7/2012	Long Beach	VITA Days – Board of Equalization	HFP/AIM/PCIP	Yes	

## Websites

**HFP Program Website (maintained by the AV):** Data includes both English and Spanish site activity

2011 Month	Unique Visitors	Number of Visits	Hits (includes loading images)
January	13,118	27,688	15,006,443
February	12,746	27,100	13,531,740
March	14,880	32,310	14,985,712
April	12,727	26,451	12,948,570
May	15,437	30,530	13,917,402
June	15,998	31,485	13,595,036
July	20,040	34,843	13,132,208
August	27,505	47,581	15,271,493
September	29,071	47,866	13,093,735
October	35,277	55,256	12,923,097
November	40,198	58,537	12,440,936
December	28,492	43,107	10,136,560
<b>Total</b>	<b>265,489</b>	<b>462,754</b>	<b>160,982,932</b>

**AIM Program Website (maintained by the AV):** Data includes both English and Spanish site activity

2011 Month	Unique Visitors	Number of Visits	Hits (includes loading images)
January	12,784	19,995	884,630
February	11,195	17,067	741,729
March	12,571	19,258	848,122
April	11,570	17,524	808,603
May	11,696	17,730	834,727
June	12,165	18,597	884,958
July	11,765	18,127	841,114
August	13,076	20,073	924,122
September	13,109	19,766	890,489
October	13,732	20,617	953,344
November	13,354	20,195	930,043
December	12,497	19,364	864,784
<b>Total</b>	<b>149,514</b>	<b>228,313</b>	<b>10,406,665</b>